

Village Supermarkets



Retail PARTNERS Marketing Plan 1996

RJ Reynolds
Tobacco Company

Retail PARTNERS Marketing Plan

Merchandising / Presence - Carton Outlets



Non Self Service Requirements

- RJR in top space of RJR Carton Merchandiser or Retailer Shelving. Space for brands must be equal to RJR Share of Market. All RJR Brand rows must be visible to consumer.
- RJR Self-Service Package Merchandiser or Approved Self-Service Display.
- Designated space for Full Price and Savings Brands.
- RJR advertising placed over RJR Brands.
- Provide promotional assistance as requested by RJR.

RJReynolds
Tobacco Company

Village Supermarkets
1996 Partners Program
Quarterly Payment Comparison



Plan Type	1995 Quarterly Payment	1996 Quarterly Payment
Non Self-Service	\$ 7,089	\$ 9,129

1995 Average Monthly Payment Per Store \$ 139

1996 Average Monthly Payment Per Store \$ 179

Shop Rite Supermarkets 1996 Partners Accrual Program

- \$ Accrued per store per quarter \$ 396
- Total \$ Accrued Per Quarter (all stores) \$ 6,732
- All accrued dollars to be used for Price Plus Programs throughout 1996 (based on 16 stores).

\$ 26,928

(annually)